# EATON'S Open All Day Wednesday Shop Downtown 'til 5:30 p.m.

Special Purchase . . . Save Wednesday

## Flatware Chests

**Ordinarily 12.00 to 55.00**

**8 Smartly-Styled Models to Choose from**

You'll save dollars Wednesday when you choose one of these smart flatware chests . . . protect your silverware from dust, tarnish and scratches in one of these handsome chests. Eight styles available in mahogany, walnut or cherrywood finish. Single and double drawer models and handsome table models which hold from 75 to 150 pieces. All have chemically-treated, anti-tarnish linings.

**Special, each**

**7.95 to 32.95**

**a. Walnut Table**
Makes a smart lamp table. Polished walnut finish, two roomy drawers with silver-blue, anti-tarnish, felt lining. Each 32.95.

**b. Double Drawer**
Finished in polished red mahogany, features two drawers and sectioned top tray. Royal blue anti-tarnish lining. Each 24.95.

**c. Single Chest**
Of polished walnut wood with smart two-tone, anti-tarnish lining. Each 7.95.

Many other outstanding styles to choose from.

**EATON'S—Silverware, Main Floor, Phone EV 2-7141**

*For Your Valentine*

## Birthstone Rings ½ Price

**Reg. 7.95 to 42.50**

This is a gift that your Valentine will cherish forever. Choose from a wide variety of men's and women's styles with 10k yellow gold settings. Stones include onyx, sardonyx, Alaska jade, agate, pearl, synthetic topaz, emerald, amethyst, ruby, sapphire and many others.

**Special, each**

**3.97 to 21.25**

**EATON'S—Jewellery, Main Floor. Phone EV 2-7141**

Give Mom a Work-Saver for Valentine's Day

## Hoover Upright Vacuum

**Model 636E Regularly 129.95**

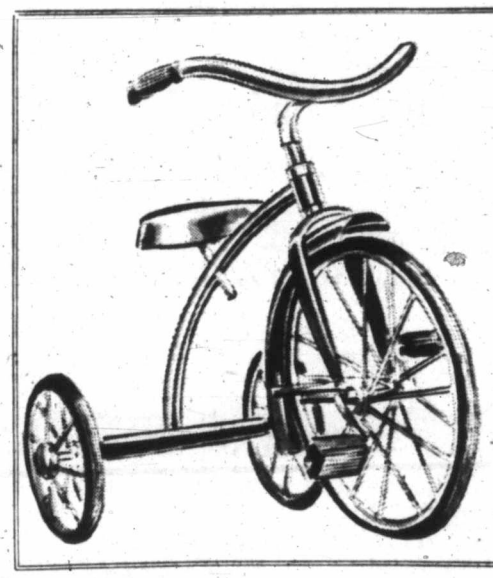
It's actually two cleaners in one! Hoover Upright brings you well-known rug-cleaning action . . . click in the converter and get suction cleaning, too, for drapes, upholstery and bare floors. Check these features:

- Modern styling in seafoam and green.
- Large throw-away dust bag.
- Quiet operation.
- Automatic rug adjustment.
- Double-stretch hose.
- Accessories for all suction cleaning.

**Special, each 99.95**

**EATON'S—Major Appliances, Main Floor, House Furnishings Building, Phone EV 2-7141**

**EATON Budget Plan Terms Available with No Down Payment**



A Gift for the Small Fry

## Sturdy Tricycles

Well-constructed trikes with adjustable handlebars and seat. Step-on plate attached to back axle, solid spoke construction, black rubber handle grips and pedals, red frame with white seat and handlebars. Three sizes to choose from.

| | |
|---|---|
| 12" front wheel, Special, each | 9.99 |
| 16" front wheel, Special, each | 14.99 |
| 20" front wheel, Special, each | 16.99 |

**EATON'S—Wheel Goods, Third Floor, Phone EV 2-7141**

Don't miss **EATON'S Preview of Spring Millinery Fashions . . . St. Joseph's Women's Auxiliary Bridge-Tea, on Wednesday, Feb. 4th, in the Nurses' Residence.** Bridge at 2, Tea at 3. Bridge and Tea, 75c . . . Afternoon Tea, 50c.

## 2 o'Clock Specials

On sale 2 p.m. to 3 p.m. if quantities last
Please, no telephone or mail orders

### Magnetic Memo Board

Magnet holds memos, recipes, notes, shopping lists, etc. Pins and tacks are not necessary. Wonderful for home and office use. Set contains metal memo board, 3 magnets, pencil and memo sheets. **2 o'Clock Special,** set **89c**

**EATON'S—Stationery, Main Floor**

### Jumbo Rayon Panels

Beautifully sheer, extra large (60x80) rayon panels in warm ivory shade. Wonderful for most windows . . . gives them a crisp, fresh appearance. **2 o'Clock Special,** each **1.69**

**EATON'S—Draperies, Second Floor, House Furnishings Building**

### Tea Towels

Sturdy linen tea towels, size about 19x26. White grounds with check pattern. Choose for your own use and for welcome gifts. **2 o'Clock Special, 4 for 1.00**

**EATON'S—Bargain Basement**

### Snack Trays

Set of two Oriental wood trays in pretty leaf shape. Spaced for cup or glass and snack. **2 o'Clock Special,** set **49c**

**EATON'S—Housewares, Lower Main Floor**

### Folding Travel Alarm

Regularly 3.95, there are only 50 of these smart leather travel alarms. Brown, red or blue cases with luminous dial and hands. 30-hour, 2-jewel movement. **2 o'Clock Special,** each **2.95**

**EATON'S—Clocks, Main Floor**

### Women's Hat Boxes

Round style with washable outer covering, vinyl non-sag edging and zipper closing. Reinforced handle, nicely lined with inside pocket. Blue, grey, white, green or tan. **2 o'Clock Special,** each **7.99**

**EATON'S—Luggage, Main Floor, House Furnishings Building**

### Musical Powder Boxes

A delightful surprise Valentine gift. A variety of pretty melodies to choose from. There is a limited number of these pretty powder boxes, so shop sharp at 2 p.m. **2 o'Clock Special,** each **3.30 to 6.95**

**EATON'S Pharmacy Limited, Main Floor**

**Enjoy Luncheon in EATON'S**

**Victoria Room**

**Wednesday**

**11.30 a.m. to 2.30 p.m.**

**EATON'S—Victoria Room, Fourth Floor**

*Menu*

Pot Roast of Beef Yorkshire Pudding
Mashed Potatoes
Fresh Frosted Mixed Vegetables
Roll and Butter
Black Cherry Ice Cream Slice
Tea or Coffee

**Special 1.00**

## Max Factor's "Secret Key" 50% Off Ordinary Prices

Now, with Max Factor's Secret Key discoveries, you can have a more beautiful skin, no matter what your skin type. These creams and lotions, each designed for a specific type of skin, will cleanse and tone, attaining the fresh look of young skins.

**Secret Key Treatment Group**

### For Oily Skin, Ordinarily 8.70

1. **Gentle Foam Cleanser**—For a thoroughly clean skin. Start your Secret Key treatment with this special pearly-liquid formula that whips up into a rich lather when you add water. Cleans deeply and gently, removing excess oils.
2. **Secret Key**—Next apply Secret Key lotion to restore clear, firm radiance.
3. **Vita-Night Cream**—Apply generous amount of this light cream; contains no oil but is rich in Vitamins A and D. Smooths and softens.
4. **Facial Pack**—Gently tones and tightens the skin, leaving it refreshed and finer-textured in appearance.

**SPECIAL, ALL FOR 4.35**

**Secret Key Treatment Group**

### For Dry Skin, Ordinarily 11.10

1. **Double-Depth Cleansing Cream**—Non-alkaline, leaves your skin soft and smooth.
2. **Secret Key**—Brings about the normal balance characteristic of a young skin, clears the way for moisturizers to penetrate.
3. **Active Moisturizer**—For daytime protection use under makeup. Supplies missing moisture and oil. Use also as light overnight cream.
4. **Enriched Hormone Cream**—Helps make up deficiency in dry skin, smooths lines, gives softer, more supple appearance.

**SPECIAL, ALL FOR 5.55**

**Secret Key Treatment**

### For Disturbed Skin, Ordinarily 5.55

1. **Gentle Foam Cleanser**—Gives complete and thorough cleansing, whips to rich lather when water is added.
2. **Secret Key**—Helps remove chemical barrier of excess acidity or alkalinity. Prepares skin for treatment creams.
3. **Clear-Up**—Tinted, medicated, corrective and cover-up lotion, helps conceal and correct unsightly skin blemishes.

**SPECIAL, ALL FOR 2.75**

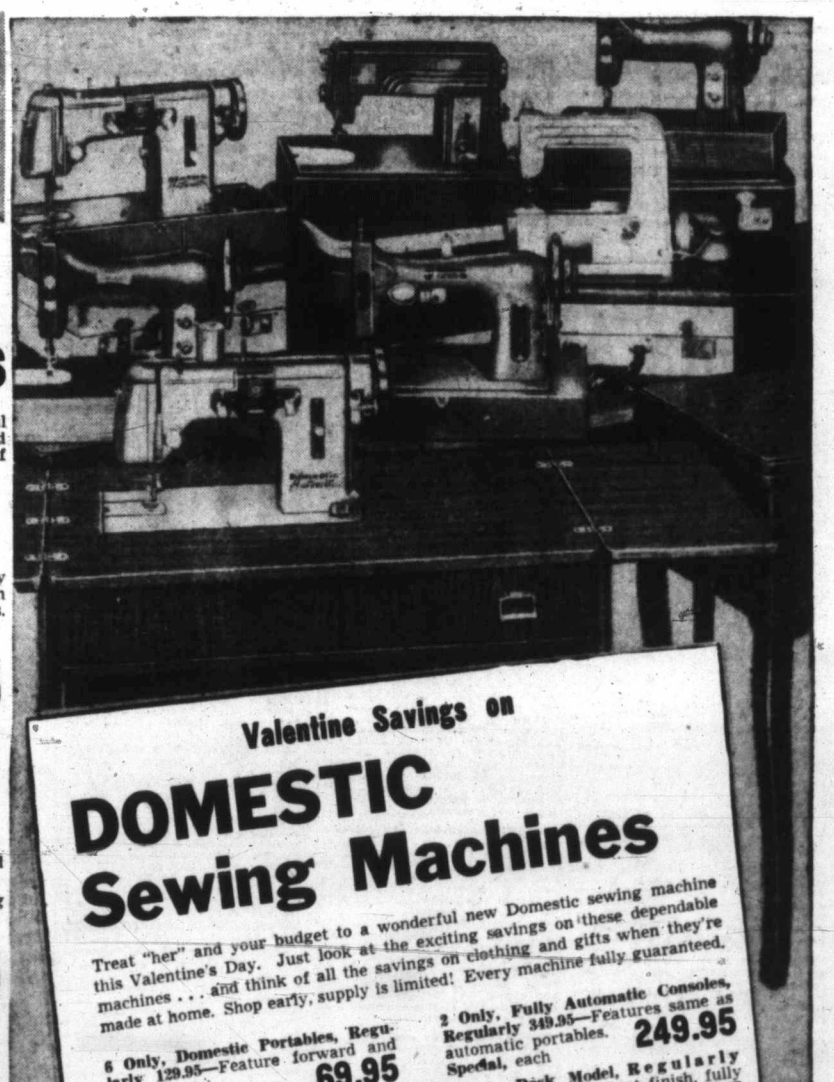
**Secret Key Treatment**

### For Normal Skin, Ordinarily 10.00

1. **Double-Depth Cleansing Cream**—Helps keep youthful loveliness. Floats away dirt and make-up.
2. **Secret Key**—Restores and retains the normal balance necessary for a young and radiant skin.
3. **Active Moisturizer**—Use under makeup, also as an overnight cream.
4. **Velvety Night Cream**—For light skin nourishment, vitamins A and D; contains no hormones.

**SPECIAL, ALL FOR 5.00**

**EATON'S Pharmacy Limited, Main Floor, Phone EV 2-7141**



Valentine Savings on

## DOMESTIC Sewing Machines

Treat "her" and your budget to a wonderful new Domestic sewing machine this Valentine's Day. Just look at the exciting savings on these dependable machines . . . and think of all the savings on clothing and gifts when they're made at home. Shop early, supply is limited! Every machine fully guaranteed.

**6 Only, Domestic Portables, Regularly 129.95**—Feature forward and reverse sew. **Special,** each **69.95**

**3 Only, Domestic Consoles, Regularly 189.95**—With forward and reverse sew. **Special,** each **99.95**

**2 Only, Zig-Zag Automatics, Regularly 189.95** — Makes buttonholes, overcasts, etc. **Special,** each **129.95**

**4 Only, Domestic Zig-Zags, Regularly 249.95** — Automatic console model, makes buttonholes and overcasts. **Special,** each **169.95**

**2 Only, Automatic Portables, Regularly 299.95**—Fully automatic, does fancy stitches, blind hemming, buttonholes, monograms, etc. **Special,** each **199.95**

**2 Only, Fully Automatic Consoles, Regularly 349.95**—Features same as automatic portables. **Special,** each **249.95**

**1 Only, Desk Model, Regularly 449.95**—Polished walnut finish, fully automatic. **Special,** each **339.95**

**ALSO**

A good selection of dependable used machines by well-known makers.

| | |
|---|---|
| 1 Used Domestic Console—Special | 69.95 |
| 1 Used Singer Treadle—Special | 10.95 |
| 1 Used Standard Treadle—Special | 9.95 |
| 1 Domestic Treadle—Special | 11.95 |
| 1 Domestic Rotary Treadle—Special | 17.95 |
| 1 Singer Hand Machine—Special | 5.95 |

**EATON'S—Sewing Centre, Third Floor, Phone EV 2-7141**

**It Pays to Shop at EATON'S**

Store Hours: 9 a.m. to 5.30 p.m. daily. 9 a.m. to 9 p.m. Friday.
Telephone EV 2-7141 or Toll-Free Zenith 6100.

THE T. EATON Co CANADA LIMITED